

Exclusively JOHNSON!

• SHOCK PROOF WOOD and CAST ALUMINUM LEVELS

Made only by Johnson under U. S. Patent No. 3,190,010

No Other Can Offer These Features:

SNAP IN VIAL HOLDERS hold vials firmly but not rigidly without strain - eliminates breakage from shock. Designed especially for mason and carpenter levels.

SPECIAL DESIGN internal lock aluminum edge binding inside the wood, not on the outside wearing surface. Cannot come out even when worn down. More protective thickness lasts longer with this new design. Metal end plates secure the binding.

MASON LEVELS in Mahogany, Pine and Cast Aluminum have 2 level and 4 plumb vials in adjustable shock proof vial holders. Size 2-3/8" x 1-1/8", approximate weight 3-1/2 lbs. each. Metallic sealed catseye or clear vials.

- **NO. 748-48 INCH** has aluminum binding and end plates; solid mahogany; grooved finger grips and rich lacquer finish. Also available in 42, 28 and 24 inch lengths. 800 line is with end plates only and 900 line is plain without binding or end plates.
- **NO. 1048-48 INCH** is mahogany with 6 vials in 5 round openings. Bound with end plates. Also available in pine (No. 1148).
- **NO. 48-48 INCH** Heavy Cast Aluminum, precision ground edges, 6 vials in round shock proof holders. Also available in 30, 28 and 24 inch lengths in 6 or 4 vial styles.
- **NO. 1348-48 INCH** sugar pine, 3 round openings, 6 vials, plain or aluminum bound, or end plates only. Clear Natural finish.

NEW COMPLETELY ENCLOSED TOP READING level vials are a Johnson first. Top opening has protective window to exclude dirt and moisture. The vial is always clean and easily read from top or side. A boon to plumbers and electricians.



- **NO. 324-24 INCH CARPENTER LEVELS** made of straight grain pine, exclusive top reading level vial and 1 plumb and 45°. 18 and 48 inch lengths also available.



- **NO. 2400-24 INCH CAST ALUMINUM** with top reading feature. Other lengths of 28, 30 and 48 inch available. Heavy frame. The first shock proof top reading cast level with enclosed level vial.



- **NO. 124-24 INCH UTILITY PINE LEVEL** has 2 vials; 1 level and 1 plumb. Can be had in 18 and 12 inch lengths. Shock proof and economy priced.

JOHNSON LEVELS are truly modern, improved where they needed to be improved to make them more practical and durable for today's needs. Remember, only JOHNSON makes these revolutionary guaranteed shock proof levels.



No.
1348

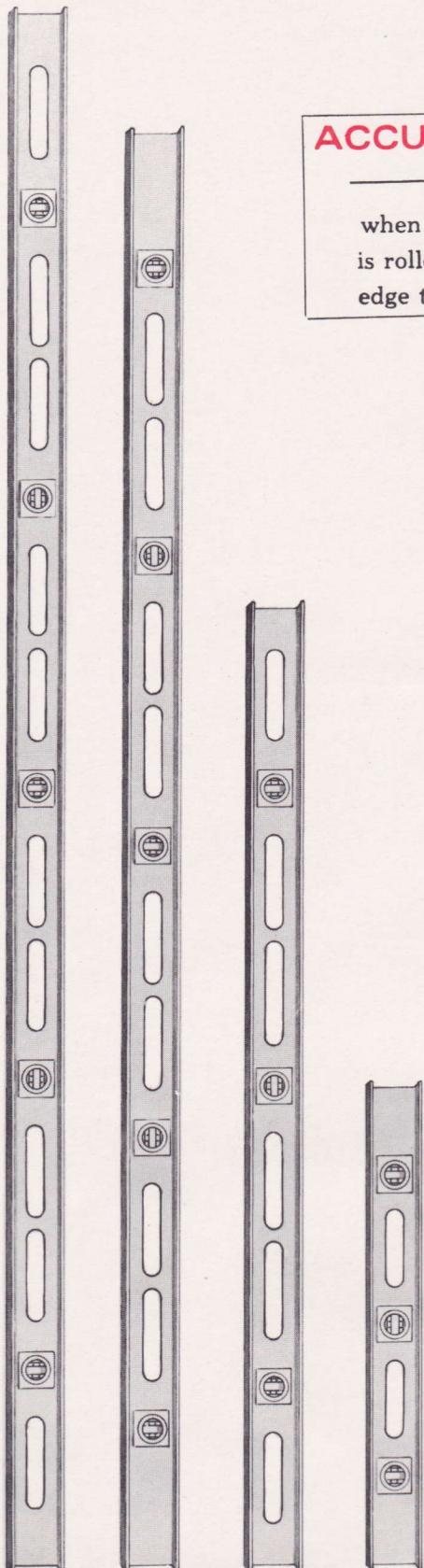
No.
48

No.
1048

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748

JOHNSON PRODUCTS CO. INC.

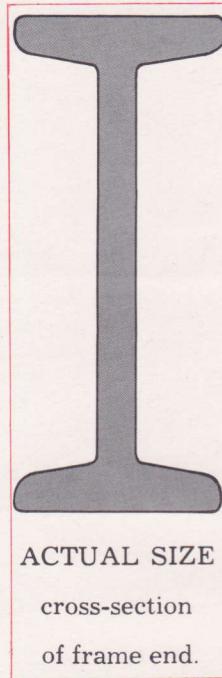
1670 North Jackson St., Milwaukee, Wis. • 53202 (414) • 272-2105



ACCURATE!

— even
when level
is rolled on
edge to 45°

JOHNSON EXTRUDED **HEAVYWEIGHT**



Aluminum

LEVELS

SHOCK-PROOF Vial Holder

grips vial securely so it CANNOT COME OUT, EVEN WHEN DROPPED, yet cushions the vial against impact.

DROP TESTED OVER 500 TIMES on a concrete floor WITHOUT DAMAGE to vials, protecting window or setting.



- GUARANTEED SHOCK-PROOF!
- FULLY ADJUSTABLE!
- PERMANENT ANODIZED FINISH!
- SNAP-IN VIAL HOLDERS!
- FADE PROOF VIAL FLUID!

TIPLESS VIALS Precision, machine made hydro- uniform curvature for consistent statically tested. Accurate and sensitivity. Replaceable.

No. 246-24" 6 Vials-2 level, 2 plumb Wt. 1-3/4 lbs.

No. 486-48" 6 Vials-2 level, 2 plumb Wt. 3-1/4 lbs.

No. 720-72" 10 Vials-4 level, 6 plumb Wt. 4-1/4 lbs.

No. 780-78" 10 Vials-4 level, 6 plumb Wt. 4-3/4 lbs.

* U.S. Patent No. 3,190,010

78" 72" 48" 24"
No. 780 720 486 246

MANUFACTURED BY

JOHNSON PRODUCTS CO. INC.

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NO
MORE
LOOSE
or
BROKEN
VIALS!

New Implex
SHOCK-PROOF

Vial Holder

grips

vial securely so it **CANNOT**
COME OUT, EVEN WHEN DROPPED,
yet cushions the vial against impact.
NO ADHESIVES, GLUES OR OTHER
UNCERTAIN BINDERS are used, or needed.
DROPPING OR JARRING WILL NOT DAMAGE
VIAL. PROTECTING WINDOW OR SETTING !

check these
Special Features

- Shock-proof — prevents broken or leaking vials.
- Special alloy-tempered frame for strength with less weight; unbreakable.

Each vial is gripped by the spring grip of the Implex prongs so it cannot move or turn; yet is replaceable.

Exploded view shows how holders are fitted to the frame.

NEW!
JOHNSON EXTRUDED

Aluminum

LEVELS*

STRONG, BEND-RESISTANT FRAME

POPULAR LENGTHS - (See Reverse Side)

FADE PROOF TIPLESS VIALS

Precision, machine made hydrostatically tested. Accurate and uniform curvature for consistent sensitivity. Replaceable.

FULLY ADJUSTABLE

BREAK RESISTANT

Protecting Windows

INDIVIDUALLY BOXED

ACCURATE - even

when level
is rolled on
edge to 45°

LOW

PRICED

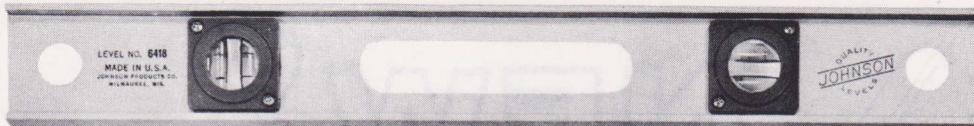
MANUFACTURED BY

JOHNSON PRODUCTS COMPANY

1670 NORTH JACKSON STREET

MILWAUKEE 2, WISCONSIN

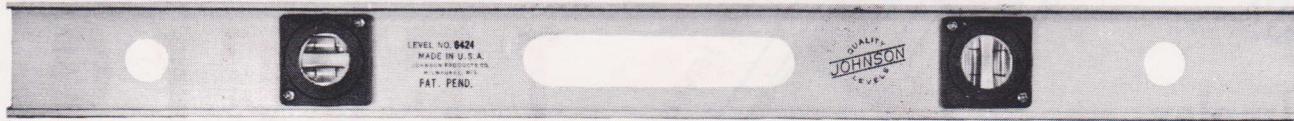
(* Patent Applied For)



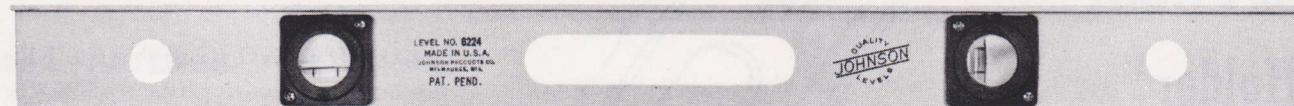
No. 6418 - 18 inch - 4 Vials: 2 levels, 2 plumbs



No. 6218 - 18 inch - 2 Vials: 1 level, 1 plumb



No. 6424 - 24 inch - 4 Vials: 2 levels, 2 plumbs



No. 6224 - 24 inch - 2 Vials: 1 level, 1 plumb



No. 624 - 24 inch - 6 Vials: 2 levels in center, 2 plumbs at each end



No. 424 - 24 inch - 4 Vials: 2 levels in center, 1 plumb at each end



No. 6628 - 28 inch - 6 Vials: 2 levels in center, 2 plumbs at each end



No. 6642 - 42 inch - 6 Vials: 2 levels in center, 2 plumbs at each end



No. 448 - 48 inch - 4 Vials: 2 levels in center, 1 plumb at each end

No. 6648 - 48 inch - 6 Vials: 2 levels in center, 2 plumbs at each end

JOHNSON PRODUCTS COMPANY

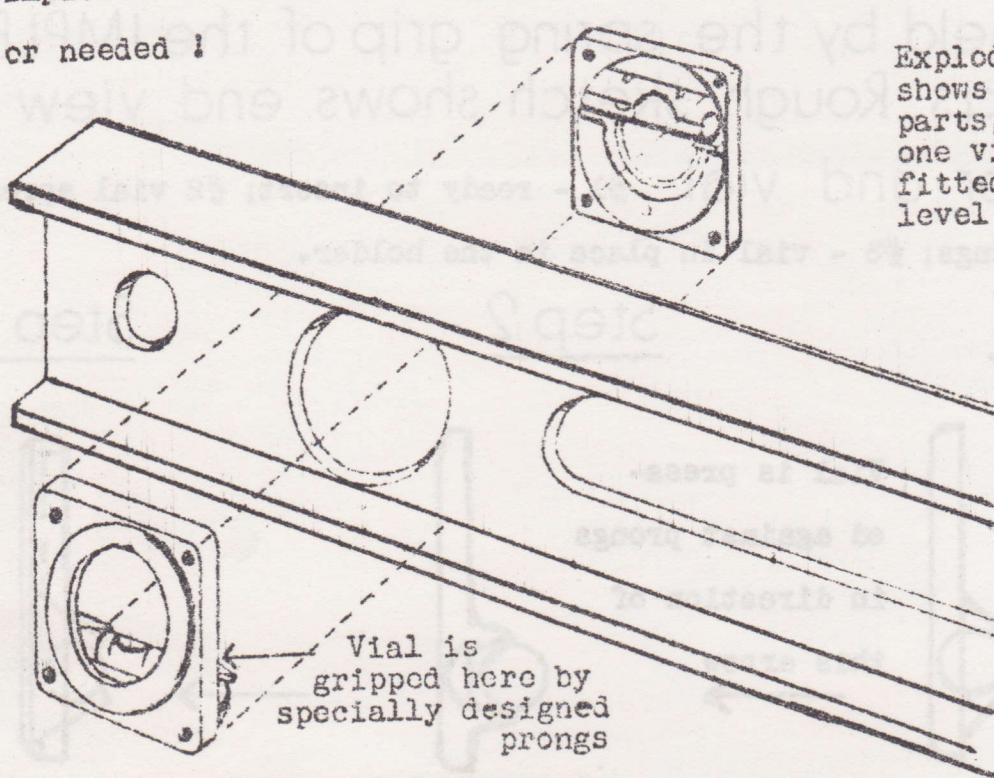
1670 NORTH JACKSON STREET

MILWAUKEE 2, WISCONSIN

NOW IT CAN BE TOLD!

OUR NEW IMPLEX[®] VIAL HOLDER IS THE ULTIMATE IN HOLDERS - NO ONE HAS ONE LIKE IT - WE DESIGNED IT EXCLUSIVELY FOR JOHNSON LEVELS.

It grips the vial securely so it CANNOT COME OUT, EVEN WHEN DROPPED, yet cushions the vial against impact. NO ADHESIVES, GLUES OR OTHER UNCERTAIN BINDERS are used or needed !



Exploded view shows the two parts, each with one vial, are fitted to the level frame.

Patent applied for

® Trade Mark
Rohm & Haas Co

Here are the special features :

Each vial is gripped in the holder so it cannot move or turn, yet is replaceable.

Protecting windows are snap-ped in and replaceable.

Implex is new; contains enough elasticity to permit prongs to spread for inserting vial yet stiff and tough; resists wear and outdoor weathering.

Each vial is individually adjustable; plated machine screws lock each holder in position.

The finest vials obtainable are used. Precision is maintained because they are machine made, hydrostatically tested.

Vials have no tip to break off; ends are flat and solder sealed. Have accurate and uniform curvature for consistent sensitivity.

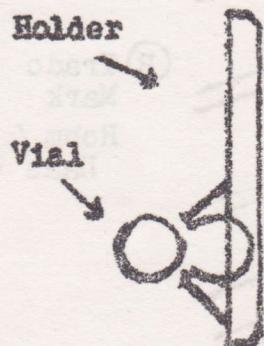
Preset replaceable holder and vial units can be installed easily; only two screws to loose.

Material, workmanship guaranteed

NO MORE LOOSE OR BROKEN VIALS
DROPPING OR JARRING WILL NOT DAMAGE
VIAL OR SETTING!

Here's how the vial is inserted in the holder and held by the spring grip of the IMPLEX prongs. Rough sketch shows end view of holder and vial. #1 - ready to insert; #2 vial spreading the prongs; #3 - vial in place in the holder.

Step 1



Step 2



Step 3



As vial is pushed against the prongs, as in Step #1, prongs are spread, as in step #2. Permanent elasticity of Implex **ALWAYS HOLDS.**

When further pressure is then applied to the vial it snaps into the recess and prongs resume original shape, firmly holding vial in place, as step 3.

VIAL CANNOT COME LOOSE or MOVE (except by prying vial out for replacement) . NO ADHESIVE USED IN THIS METHOD

Another Johnson Level Development.

NOW-A PERMANENT

ANODIZE FINISH on our
SHOCK-PROOF EXTRUDED

ALUMINUM LEVELS

AT NO INCREASE IN PRICE TO YOU

This is an electrolytic process that puts the protective aluminum finish right on the metal. It costs us more than a sprayed finish but is worth it because it

WILL NOT CRACK, PEEL or SCRATCH OFF

IS PERMANENT-(NOT A PAINT)

RESISTS OILS, MOISTURE, SALT CORROSION

CLEANS EASILY- Just wipe off dirt

MAKES A BEAUTIFUL, SMOOTH, SATIN FINISH

REDUCES ADHESION of MORTAR, MUD, etc.

All these advantages and Shock-Proof
too, at our regular

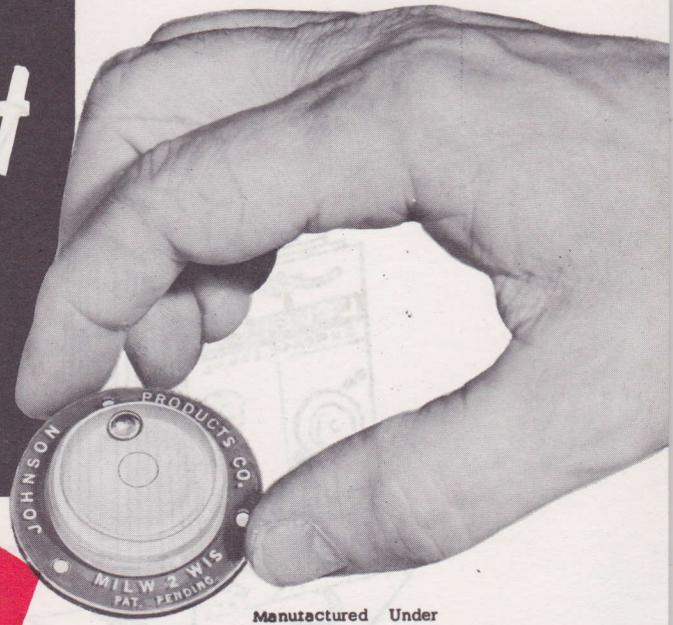
CURRENT LOW PRICES

ANODIZED-To Give You The Best Level Yet

JOHNSON PRODUCTS COMPANY

Here's a real fast Money-Maker!

NEW! *Johnson* LEVELER SURFACE LEVEL



For Home Workshop, Farm, Industry and Office . . . molded of clear plastic . . . Guaranteed accurate . . . measures 1 1/4" in diameter . . . it's revolutionary!

THE LEVEL OF 1000 USES!

- HOUSE TRAILERS
- POOL TABLES
- PINBALL MACHINES
- STOVES
- REFRIGERATORS
- MILK COOLERS
- DRILL PRESSES
- SCALES
- MOTORS
- And many more uses

LEVELS ANY SURFACE
IN ALL DIRECTIONS
AT ONE TIME!

LEVELER NO. 100
RETAILS AT -----

98¢

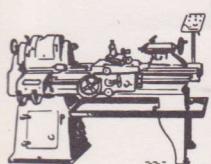
Each level is individually carded and punched for rack selling.

Packed: 6 Levels to 1 unit carton. 24 unit cartons (1 gross) to shipping container.

Freight prepaid on 1 gross or more.

Shipping weight: 7 lbs. per gross.

Minimum order: 1 gross.



HOME & INDUSTRY



FARM



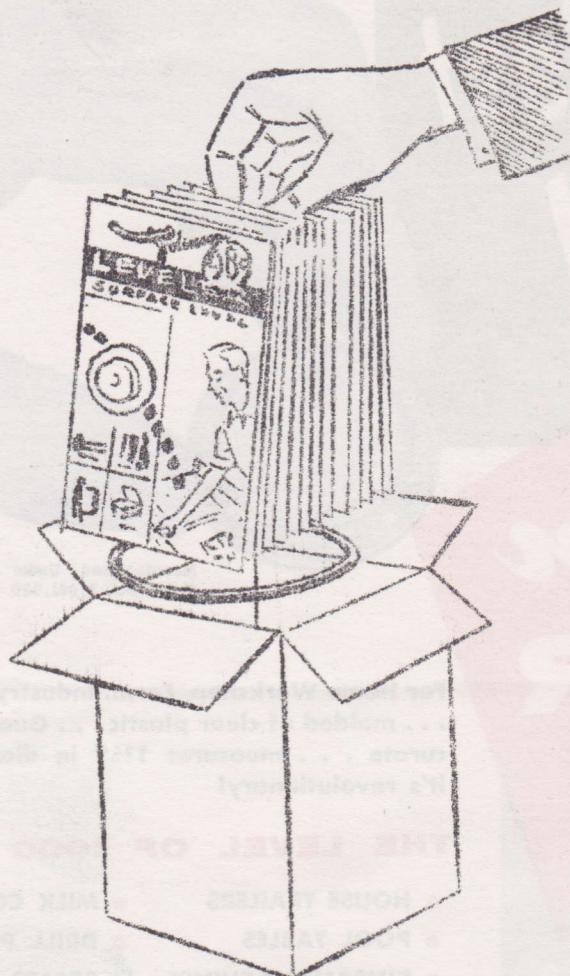
HOUSEHOLD



RECREATION

Manufactured by JOHNSON PRODUCTS COMPANY

1670 NORTH JACKSON STREET • MILWAUKEE 2, WISCONSIN



LEVELER

NO. 100

Place the
Display
in a prom-
inent spot
on your
counter,
near the
check-out
place for
best
results



NEW!

F-R-E-S

COUNTER DISPLAY

For

Johnson **SURFACE**
LEVEL PATENT PENDING

One dozen cards already on
the wire display rack ready
to place on the counter.

Nothing to put together or
set up - simply open the
carton at the side marked
"TOP - OPEN THIS SIDE" and
remove the complete display
and set it on the counter.

That's all there is to do;
display rack can be easily
re-filled when empty.